

Message Text

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11

ACTION FSI-01

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FM AMEMBASSY LUXEMBOURG

TO SECSTATE WASHDC 3976

UNCLAS LUXEMBOURG 0426

FOR FSI - W.E. ELROD

E.O. 11652: N/A

TAGS: AFSI, LU

SUBJ: OVERSEAS BUSINESS AND MARKETING SEMINAR

REF: STATE 143281

1. I ENTHUSIASTICALLY WELCOME FSI'S INITIATIVE IN ORGANIZING BUSINESS AND MARKETING SEMINARS AND RECOMMEND ECON/COMM. OFFICER FSO-4 WARREN LAVOREL, AS THE POST'S NOMINEE TO THE LONDON SEMINAR.

2. ALTHOUGH THE LUXEMBOURG MARKET IS NOT LARGE, THERE ARE SOME KEY AREAS IN WHICH THE US CAN INCREASE ITS SMALL (3 PERCENT) SHARE OF THE MARKET. THE STEEL INDUSTRY, FOR EXAMPLE, ACCOUNTS FOR NEARLY 45 PERCENT OF INDUSTRIAL PRODUCTION AND CONTINUING INVESTMENTS IN THE INDUSTRY ARE PLANNED OVER THE NEXT FEW YEARS FOR MODERNIZATION AND EXPANSION. AT PRESENT VERY LITTLE US EQUIPMENT IS PURCHASED BY THE STEEL OR MINING SECTOR. ANOTHER POTENTIAL MARKET FOR INCREASED US SALES IS TO THE LARGE MULTINATIONAL CORPORATIONS ESTABLISHED IN LUXEMBOURG WHICH NOW ACCOUNT FOR 20 PERCENT OF INDUSTRIAL PRODUCTION AND NEARLY ONE THIRD OF INDUSTRIAL EXPORTS. A THIRD AS YET UNTAPPED AREA FOR EXPLOITATION WOULD BE THE DEVELOPMENT OF PILOT PROJECTS FOR SELECTED CONSUMER

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GOODS.

3. I HAVE RECENTLY REORGANIZED FUNCTIONS AT THE EMBASSY IN ORDER TO INCREASE THE POST'S EMPHASIS ON COMMERCIAL ACTIVITIES. MR. LAVOREL IS DIRECTLY RESPONSIBLE FOR ALL COMMERCIAL ACTIVITIES AT THE POST, AND I BELIEVE THAT OUR COMMERCIAL PROGRAM WOULD BENEFIT FROM THE INCREASED KNOWLEDGE ABOUT MARKETING TECHNIQUES THAT HE COULD GAIN FROM THIS SEMINAR. FARKAS

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